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Middle Eastern Leaders Shaping The Global Technology Landscape

Founding Partner and CEO
QSS AI and Robotics

Dr. Elie Metri

The Godfather of Robotics

Middle Eastern Leaders Shaping The Global Technology Landscape

Editor Note

The Middle East's Rise in Global Tech

For decades, the global technology narrative was dominated by a few familiar regions. But today, a powerful shift is underway. Middle Eastern leaders are no longer just participants in the digital revolution, they are shaping it.

Driven by visionary thinking, strategic investments, and an unyielding desire to diversify beyond oil, a new generation of tech pioneers is emerging from the heart of the Middle East. From AI and fintech to clean energy and smart infrastructure, these leaders are redefining possibilities not only for their nations but for the world.

What sets them apart is a unique blend of tradition and ambition, a respect for cultural roots, paired with a fearless embrace of the future. They are building ecosystems where innovation thrives, startups scale, and global partnerships flourish.

In this edition, ***Middle Eastern Leaders Shaping The Global Technology Landscape,*** we spotlight the individuals transforming ideas into impact, leaders who are positioning the Middle East as a rising epicenter of global innovation. Their stories are not just about technology, but about resilience, foresight, and the bold pursuit of progress. They remind us that the future of tech is not limited by geography, it is led by vision.

Have a great read ahead!

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Dreaming Big, Acting Boldly, Leading Resiliently

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Dr. Elie Metri

Dreaming Big, Acting Boldly, Leading Resiliently

Technology is shaping global development at an unprecedented pace. Among the innovators leading this shift are those tackling real-world challenges like labor shortages, rising expectations for operational agility, and the demand for systems that respond intelligently and promptly. These concerns are especially pressing in regions moving toward economic diversification, where progress must respect local values while meeting modern demands.

One standout personality in this field is **Dr. Elie Metri,** who is a prominent leader in intelligent automation. As **Founding Partner** and **CEO** of **QSS AI and Robotics**, Dr. Metri has identified pressing gaps and taken action, creating solutions that bring together practical robotics and real-life usage. Under his guidance, QSS has become a key player in Saudi Arabia's tech sector, building scalable AI-based robotic systems that align with the country's development goals and cultural environment.

One notable example: a humanoid robot in traditional Saudi clothing, fluent in Arabic and English, joining cultural celebrations and interacting with attendees at high-profile tech events. Far from fiction, this is the result of QSS AI and Robotics' unique approach, combining technological

strength with cultural insight to develop products that connect with both regional and global audiences.

Dr. Metri's work highlights how vision and persistence can lead to tangible progress. Through QSS, he's creating systems that reflect both modern functionality and cultural understanding. They also demonstrate how tech can grow from within a community instead of being imposed from the outside.

The Visionary Behind the Machines

Early Life and Education

Dr. Metri is a highly accomplished leader with a strong academic foundation and a global perspective. He holds a Doctoral Degree in Business Administration and Management from the European International University in France, along with a Master's degree in Computer and Communication Engineering.

This unique combination of technical expertise and business acumen has played a key role in shaping his forward-thinking leadership style. His ability to speak Arabic, French, and English fluently allows him to communicate effectively across diverse regions and cultures, making him a strong presence in international business arenas.

Dr. Metri has built an impressive career marked by innovation, leadership, and global recognition. As the CEO and Executive Board Member of QSS AI and Robotics, he has played a key role in positioning the company as a pioneer in local-house robot manufacturing, helping shape the future of intelligent automation in the region. He also serves as the CEO and Executive Board Member of Volt Charge, where he leads Saudi Arabia's first electric vehicle charger factory. His work here directly supports the Kingdom's vision for a greener, more sustainable energy future.

Apart from his corporate leadership roles, Dr. Metri is also active on the international stage. As the Middle East Ambassador, he represents the region in globally respected forums such as the United Nations ITU for Robotics & AI, Sophia Antipolis, and the World AI Cannes Festival. Here, he is helping to bridge the gap between regional innovation and global collaboration. In addition, he is a Council Member on the Advisory Board of the Forbes Business Council, where he shares his expertise on digital transformation, entrepreneurship, and the evolving role of technology in business.

Personal Philosophy

Guided by the motto *"Dream big, act boldly, stay resilient,"* Dr. Elie Metri leads with a strong sense of purpose and vision. His leadership style is rooted in collaboration, strategic foresight, and the ability to face challenges with resilience.

At the heart of his approach is a deep belief in *"Innovation for a better tomorrow"* - a principle that drives his commitment to developing homegrown talent and creating sustainable, future-ready technologies. Through every initiative, Dr. Metri strives to build advanced systems along with a stronger, more self-reliant innovation ecosystem that empowers communities and supports long-term progress.

QSS AI and Robotics: Pioneering Technological Advancements

QSS AI and Robotics is headquartered in Riyadh, Saudi Arabia. The company is heading the nation's technological revolution. It specializes in developing advanced humanoid robots and AI software, contributing significantly to Saudi Vision 2030's goals of innovation and diversification.

Flagship Projects

- **Sara**: The first Saudi-made humanoid robot, Sara, is designed to reflect the nation's cultural values. She is bilingual, speaking both Arabic and English, and is programmed to avoid sensitive topics, aligning with local norms. Sara has been showcased at events like LEAP23 and even performed on "Arab's Got Talent," demonstrating her capabilities to a broad audience.
- **Mohammad**: As the first male humanoid robot crafted in Saudi Arabia, Mohammad represents another milestone in the country's robotics journey. He embodies the same blend of technological prowess and cultural sensitivity as Sara.
- **Mosaed**: An industrial humanoid robot designed for various applications, further showcasing QSS's versatility in robotics.
- **Autonomous Modular Robot**: A Saudi-made robot emphasizing adaptability and modularity, suitable for diverse tasks and industries.

Dr. Elie Metri

Aligning with Saudi Vision 2030

As mentioned above, Dr. Metri's innovations are deeply aligned with Saudi Vision 2030. This means it seeks to diversify the Kingdom's economy through technology and knowledge-based industries. By developing the first Saudi-made humanoid robots and establishing local EV charger production, he champions homegrown innovation.

His focus on culturally integrated AI also supports the national aim of preserving identity while advancing digitally. Through QSS AI and Robotics, Dr. Metri exemplifies how visionary leadership and strategic action can accelerate the Kingdom's growth into a global tech powerhouse.

Cultural Integration in Technology

One of the most distinctive aspects of Dr. Metri's work is his ability to blend cultural sensitivity with technological innovation. He understands that for technology to truly serve a community, it must reflect its values and social norms.

A prime example of this is *Sara*, the humanoid robot developed under his leadership. From her design to her programming, every detail has been thoughtfully crafted to align with Saudi cultural expectations. By intentionally steering clear of sensitive subjects such as politics and sexuality, *Sara* is positioned as a respectful and relatable presence and one that feels familiar and appropriate within public and professional settings. This thoughtful approach not only enhances user trust but also ensures the technology's broader acceptance and meaningful impact in the region.

Media Recognition and Public Engagement

Dr. Metri's groundbreaking innovations have captured widespread media attention, both regionally and

internationally. *Sara*, the culturally intelligent humanoid robot developed under his leadership, has been at the center of this spotlight.

Business Insider praised *Sara* for her thoughtful integration of cultural values and advanced technology, recognizing her as a symbol of purposeful innovation. **Al Arabiya** featured her impressive interactive capabilities during the LEAP23 conference, where she engaged seamlessly with attendees, demonstrating the future of AI-powered human interaction in Saudi Arabia. **Tech Times** explored the design decisions that make *Sara* uniquely reflective of Saudi values, emphasizing the importance of cultural alignment in tech adoption.

Further elevating her public presence, *Sara* made a memorable appearance on **"Arab's Got Talent,"** captivating audiences and showcasing the creative and technological potential of Saudi-made robotics on a global entertainment platform. Through these achievements, Dr. Metri continues to redefine what innovation looks like in the Middle East, which is inherently rooted in culture yet ready for the world.

Awards and Accolades

Dr. Metri's contributions have been recognized through various awards:

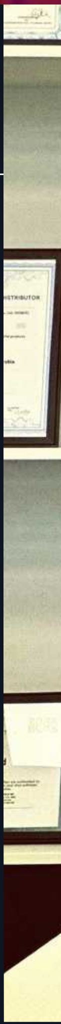
- **Top 100 Young World CEOs**: Awarded by The World CEO Ranking in September 2020.
- **Silver Business Trust Certificate**: Issued by Worldcob Trust Seal in January 2020.
- **The BIZZ Award 2020**: For business excellence in the EMENA region.
- **Entrepreneur of Tomorrow**: Conferred by The American University of Lebanon in June 2016.

Nurturing the Next Generation

Outside the labs and boardrooms, Dr. Metri is deeply committed to knowledge-sharing and talent development. He recognizes that sustainable innovation doesn't just come from advanced machines but rather it's built on human potential.

He is on university panels and is continually visiting global tech summits. At all these events, Dr. Metri frequently speaks about AI ethics, digital transformation, and entrepreneurial leadership. As a public speaker for the United Nations ITU and an ambassador for multiple tech forums, he's not only influencing corporate strategy but also inspiring students, startups, and professionals across the Middle East and beyond.

He believes in empowering the youth to innovate within their cultural context, encouraging them to not just consume technology but create it fearlessly and with purpose. Under



his leadership, QSS AI and Robotics offers internships, workshops, and collaborative R&D projects that provide hands-on exposure to robotics and AI development.

This mission to mentor isn't just an extension of his work, but more than that, it's central to his vision. As he often puts it, *"Innovation becomes meaningful only when it uplifts people."*

Stepping into the Future

Looking ahead, Dr. Elie Metri envisions QSS AI and Robotics keeping pace with global trends by actively shaping the future of robotics and artificial intelligence. With a strong foundation rooted in Saudi Arabia's vision for innovation and self-reliance, the company is poised to scale its impact far beyond regional borders.

Dr. Metri remains deeply committed to fostering a culture of innovation, nurturing local talent, and developing technologies that are both globally competitive and culturally relevant. Under his leadership, QSS is on a clear path to becoming a global leader in the robotics industry by bridging tradition and technology and setting new standards for what intelligent, ethical innovation can achieve.

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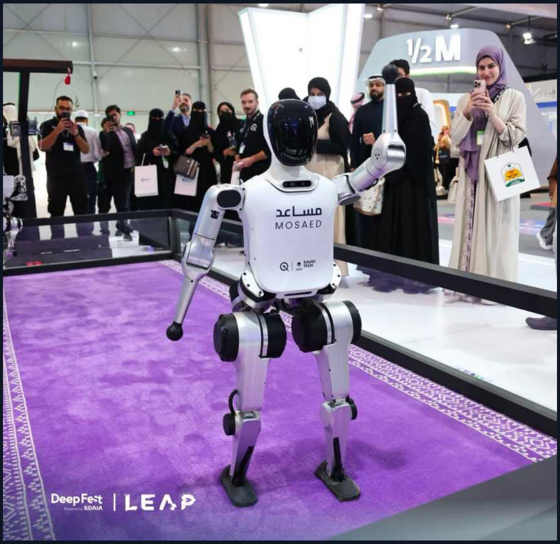
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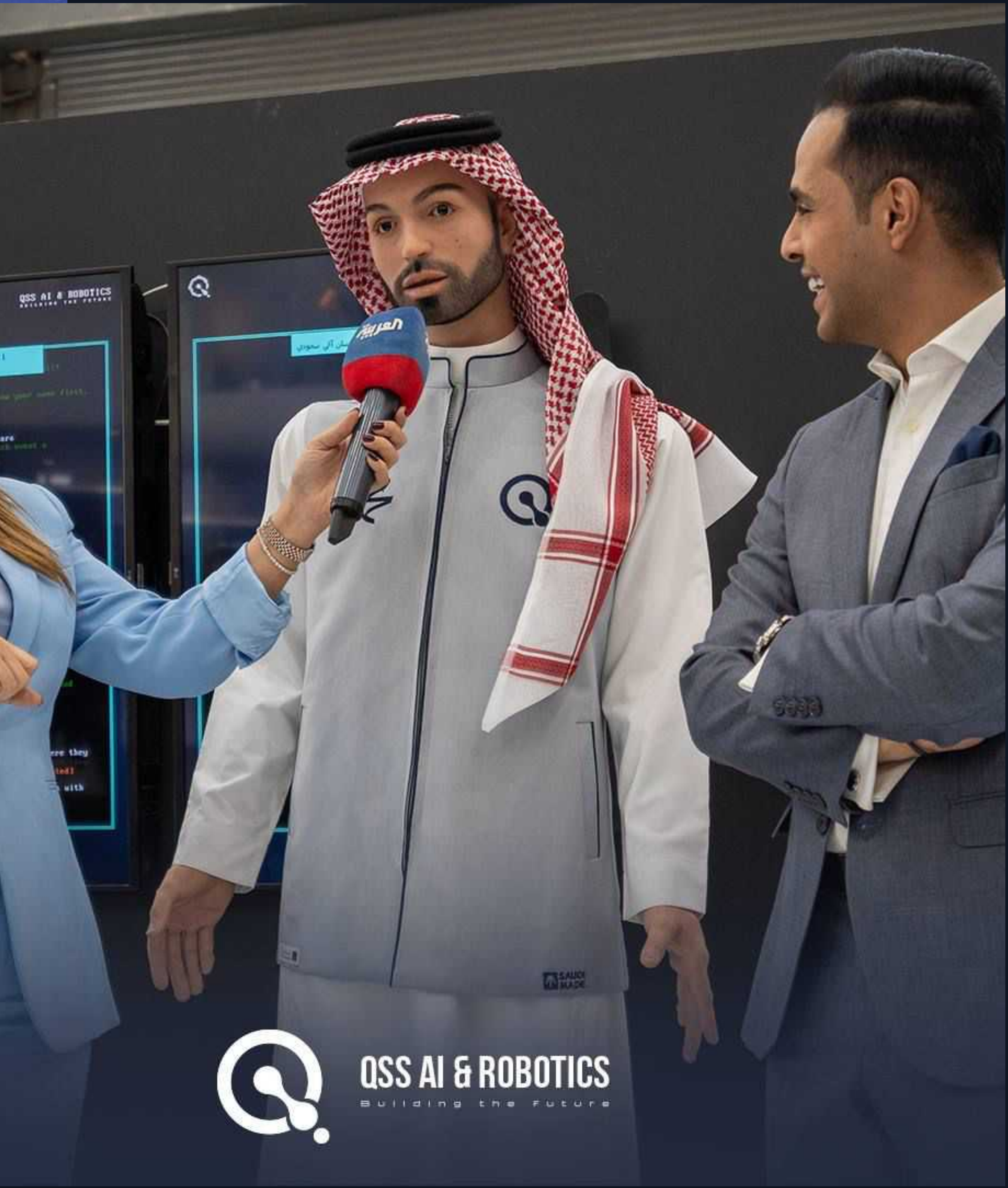
QSS AI & ROBOTICS
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Building the Future

How Emerging **Technologies** Can Change the **Future** of Sustainability **Worldwide**

In terms of sustainability, the discussion is typically focused on saving the planet, reducing energy use, and minimizing waste. But imagine there were new technologies that could magnify these efforts globally? The truth is that new technology is opening up possibilities for faster, smarter, and more efficient means of keeping our world healthy. Let's discuss how these developments are affecting sustainability initiatives worldwide and why this matters to all of us.

What Are Emerging Technologies and Why Are They Important for Sustainability

Emerging technologies are the most recent science and engineering advancements that have the capability to transform industries. Artificial intelligence (AI), blockchain, Internet of Things (IoT), and renewable energy technology are a few examples of emerging technologies. They are not bells and whistles; they are capabilities that can help tackle large-scale issues — including climate change and resource management.

Using new technologies, governments and businesses can track and minimize pollution, maximize energy efficiency, and better manage resources. It makes a very big difference in how we pursue sustainability, bringing ideas to fruition and making them practical solutions that can be applied everywhere.

Artificial Intelligence Makes Sustainability Smarter

The most thrilling field of all may be artificial intelligence. AI has the ability to sort through massive amounts of data much more quickly than a human being. In sustainability, that translates to improved weather pattern forecasts, improved energy efficiency, and intelligent waste management.

For instance, AI systems can make power systems efficient by forecasting peak use hours and varying supply accordingly. This cuts waste and limits carbon prints. Likewise, AI enables farmers to consume water and fertilizers only when needed, cutting environmental effects as well as cost.

Using AI for sustainability is a victory for not only the world but also business processes and hence companies become leaner and greener at the same time.

The Internet of Things Brings Real-Time Solutions

The Internet of Things (IoT) is merely getting things connected to the internet so that they can talk and exchange information. Consider sensors in a building monitoring energy usage or smart water meters monitoring water usage in real time. IoT gives actionable data which enables businesses and consumers to save waste.

With IoT, sustainability efforts are more accurate. Rather than just estimating where energy or water is wasted, data doesn't lie. Cost savings on that and resource conservation for that matter, is a business and earth win-win.

Blockchain Increases Transparency and Trust

Transparency is the key to sustainability. Consumers are eager to know where their products are made and whether companies are truly green. Blockchain technology assists insofar as it offers an open, secure ledger monitoring merchandise from the factory floor to the consumer.

For instance, in the fashion industry, blockchain can confirm if materials have been sourced responsibly. This establishes consumer confidence and makes companies improve practice. Blockchain validates efforts at sustainability, which pushes more firms to enlist.

Renewable Energy Technologies Power the Future

Of course, no discussion of sustainability would be complete without a mention of renewable energy. Solar and wind, and battery storage technology has made cleaner energy more affordable and available than it ever has been before.

Future technology in this regard will mean more efficient solar panels and smart grids that can store and distribute energy more efficiently. This cuts down on the use of fossil fuels, which is one of the biggest strides towards a sustainable future.

Why Businesses Must Listen to Emerging Technologies and Sustainability

For business, embracing these emerging technologies is not going green because it is going green—it is about surviving. Consumers are insisting on sustainable products and processes. Investors demand companies with good environmental, social, and governance (ESG) performance.

By leveraging technology that promotes more sustainability, companies can save costs, increase efficiency, and create stronger brand loyalty. It's a wonderful marketing message that sticks with today's value-conscious consumers.

The Role of Governments and Communities

Governments also have an enormous role to play in stimulating the adoption of new technologies for sustainability as well. Clean energy, smart city, and green innovation incentives and policies support adoption.

Communities benefit as well. Better smart infrastructure and resource management translate into cleaner air, cleaner water, and healthier environments. This is evidence that tech is not only for large business—it makes its way into daily life in significant ways.

Challenges to Remember

While there is immense potential, there are some difficulties that come with utilizing new technology to attain sustainability. They include high starting costs, lack of infrastructure in certain places, and privacy of data.

However, with increasingly successful cases and declining costs, these difficulties will be easy to overcome. Joint public-private partnership efforts will be central to attaining full potential.

The future of sustainability is closely linked to the pace of and the intelligence of embracing new technologies across the world. With innovations developing at a frenetic speed, there is real hope for a cleaner, better world.

For citizens, being conscious and supporting sustainable products based on technology can contribute. For companies, investing in smart technology and open practices is no longer optional, but a requirement for sustainable growth.

Ultimately, emerging technologies aren't gadgets—they're game changers. They have the ability to transform industries, preserve natural resources, and create a foundation for sustainable generations to come.

DR. MAHMOUD SHERIF | Visionary Leadership in Telecommunications and Digital Transformation

In today's fast-paced digital world, few sectors have seen as much rapid evolution and transformation as telecommunications. At the heart of this revolution is Dr. Mahmoud Sherif, Head of IT & Technology Strategy at **du**, one of the UAE's leading telecommunications providers. Dr. Sherif has played an integral role in shaping du's strategy and technological advancement, positioning the company as a frontrunner in the Middle East's digital transformation.

With more than 25 years of experience in the telecommunications and information technology sectors, Dr. Sherif is a seasoned leader whose expertise spans everything from mobile networks to cutting-edge digital solutions. His work at du has redefined the company's trajectory and set new standards in customer experience, operational efficiency, and technological leadership.

A Strong Foundation in Technology and Innovation

Dr. Sherif's academic background laid a solid foundation for his remarkable career. He earned his **Ph.D. in Electrical Engineering** from the **City University of New York (CUNY)**, USA, after completing his undergraduate studies in Electrical Engineering at Cairo University, Egypt. Armed with a profound understanding of advanced technological concepts, Dr. Sherif began his professional journey in the telecommunications sector, initially working with Alcatel-Lucent in the United States. Here, he contributed significantly to the company's Wireless Business Unit, focusing on next-generation wireless technologies that laid the groundwork for his future success in mobile networks.

His early career was marked by a commitment to research and development, which saw Dr. Sherif's work presented at global conferences and published in prestigious technical journals. His deep understanding of the telecom industry, combined with his innovative approach, made him an ideal fit for leadership roles in technology strategy and development.

A Career Defined by Innovation and Impact at du

Dr. Sherif's journey with **du** began in 2008 when he moved to the United Arab Emirates. As a part of the **Emirates Integrated Telecommunications Company (du)**, Dr. Sherif quickly rose through the ranks, taking on progressively significant responsibilities. His initial role involved leading **Mobile Network Planning** and later serving as the **Head of Technology & IT Strategy**. Over the years, he has overseen several key initiatives that have not only redefined du's technology landscape but also set new benchmarks for the regional telecom industry.

> *"Telecom is about connecting possibilities, creating smarter solutions for businesses and consumers."*

One of his most notable achievements at du has been his leadership in the development and deployment of **5G networks**. Under his guidance, du became the first telecom operator in the UAE to roll out a **commercial 5G network**, offering high-speed, low-latency mobile connectivity that has since become the backbone for many innovative technologies and business solutions in the region. The 5G rollout is a testament to Dr. Sherif's forward-thinking strategy, as he consistently drives the company to stay ahead of industry trends and leverage emerging technologies to benefit both enterprise and consumer customers.

As the **Chairman of the 5G Steering Committee**, Dr. Sherif has played a crucial role in defining the company's vision for next-generation connectivity. His leadership in the 5G ecosystem aligns with the UAE's national strategy to position itself as a global leader in advanced technologies. His expertise in network architecture and telecom innovation ensures that du stays at the forefront of technological evolution, continuing to meet the increasing demands for faster, more reliable, and secure connectivity.
Digital Transformation and ICT Solutions

While Dr. Sherif's role in the advancement of mobile networks has been crucial, his vision for du extends far beyond traditional telecom services. As the Head of IT & Technology Strategy, Dr. Sherif has spearheaded du's transition from a telecommunications company to a broader **ICT solutions provider**. He has been instrumental in the launch of **du Tech** and **du Infra**, sub-brands designed to cater to business customers seeking cloud computing, data center solutions, and other digital transformation services.

Under Dr. Sherif's leadership, du has become a key player in the **ICT ecosystem**, offering a wide range of services

> *“AI transforms customer service and network optimization, delivering personalized experiences.”*

> *“Great leadership anticipates change and drives companies to innovate for tomorrow, today.”*

from **cloud-based solutions** and **big data analytics** to **AI-powered applications** and **IoT connectivity**. This shift to ICT reflects Dr. Sherif's strategic vision of turning du into a full-service technology provider, capable of delivering cutting-edge solutions to both consumers and enterprises.

He has also played a pivotal role in advancing **artificial intelligence (AI)** and **Internet of Things (IoT)** technologies within du's business model. By integrating AI into network management, customer support, and digital marketing strategies, du has been able to streamline operations, optimize customer experiences, and offer new value-added services. Through the implementation of IoT solutions, du has empowered businesses across sectors such as manufacturing, healthcare, and logistics to leverage connected devices for enhanced operational efficiency and better decision-making.

Sustainability and Future Vision

In addition to leading technological innovation, Dr. Sherif has also placed a strong emphasis on **sustainability**. As global awareness about environmental issues continues to grow, Dr. Sherif has guided du in its efforts to reduce its carbon footprint and adopt greener technologies. From integrating **solar energy** into du's operations to introducing **energy-efficient** network equipment, du has been able to make significant strides toward becoming a more environmentally responsible telecom operator.

Dr. Sherif's sustainability efforts align with the UAE's national goals of building a **green economy** and minimizing the environmental impact of large-scale infrastructure projects. As part of his long-term strategy, he

envisions du as a leader not just in telecom innovation but also in contributing to the global movement toward sustainability.

Moreover, his work on **smart cities** and **digital infrastructure** has positioned du as a key partner in the UAE's vision to build a future-ready, **digitally connected** society. By driving forward projects related to **smart mobility**, **e-health**, **e-education**, and other **digital public services**, Dr. Sherif is helping to transform the UAE into a regional hub for technological innovation and sustainable development.

Dr. Sherif's Leadership in the Regional Telecom Ecosystem

Dr. Sherif's influence extends beyond du. He is a thought leader who is frequently invited to speak at international conferences and forums on **5G**, **AI**, **IoT**, and **digital transformation**. His deep knowledge of the telecommunications industry and his ability to understand and predict technological trends have made him a sought-after speaker and advisor. As an advocate for cross-industry collaboration, he has helped position du as a **strategic partner** for global tech giants, research institutions, and startups alike.

His leadership in shaping **regional telecom policies**, aligning them with global standards, and promoting collaboration with stakeholders in the public and private sectors has elevated du's reputation as an industry pioneer. Additionally, Dr. Sherif's involvement in **telecom standardization** through organizations such as **3GPP** has contributed to shaping the future of telecommunications technologies worldwide.

> *“5G is the foundation for innovation, enabling smarter cities and autonomous vehicles.”*

Awards and Recognition

Dr. Sherif's contributions to the telecom and tech industries have earned him numerous accolades over the years. His achievements were formally recognized in 2013 when he was named one of the **Best Employees of the UAE** by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE's Vice President and Prime Minister. In 2015, he received **Certificates of Appreciation** from the American Academy of Pediatrics, International Academy of Pediatrics, and the Ministry of Presidential Affairs in recognition of his exceptional work in advancing healthcare technologies. These awards are a reflection of his commitment to excellence, innovation, and leadership.

The Future of Telecommunications and Du

Looking ahead, Dr. Sherif is focused on ensuring that du continues to evolve and adapt in an increasingly complex digital landscape. With the global focus on **AI**, **blockchain**, and **5G+** technologies, du under his leadership is well-positioned to leverage these technologies to further enhance customer experiences and operational efficiencies. Dr. Sherif envisions a future where du will play a pivotal role in developing next-generation digital solutions that will be instrumental in shaping the future of businesses, governments, and societies.

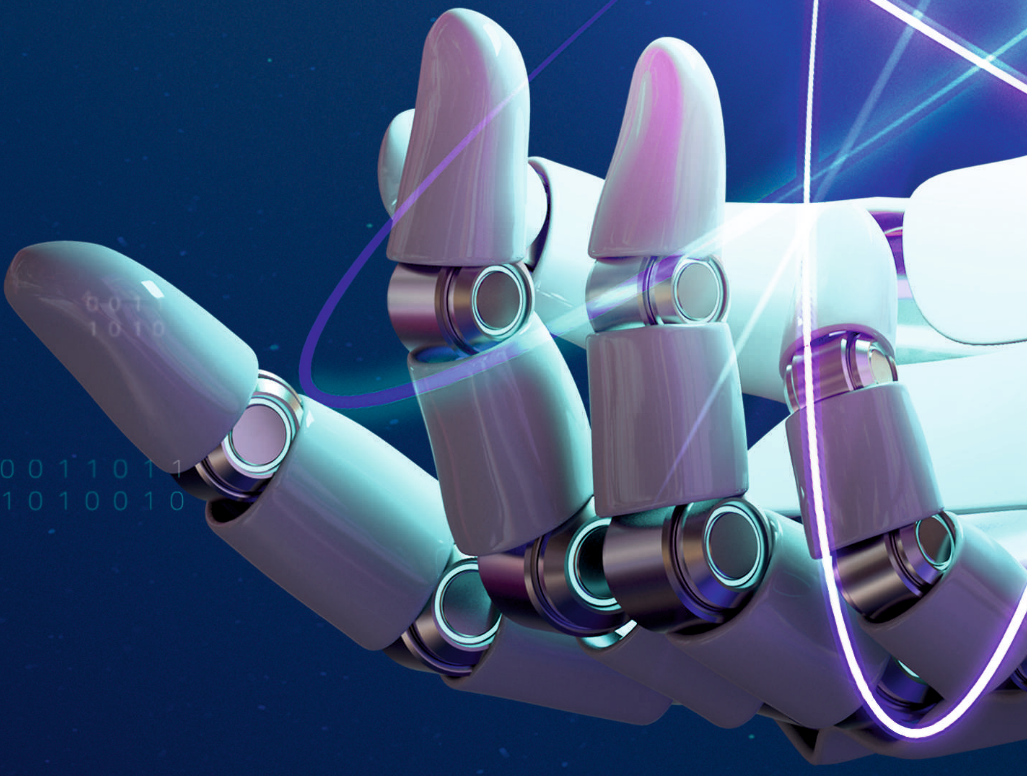
The launch of **6G** networks, **autonomous vehicles**, and **smart cities** presents new opportunities and challenges. Dr. Sherif is preparing du to be at the forefront of these developments, ensuring that the company remains a technology leader in the Middle East and beyond.

Dr. Mahmoud Sherif's leadership at du exemplifies how vision, innovation, and strategic thinking can drive an organization toward digital excellence. His profound understanding of the telecom industry, combined with his ability to adapt to emerging technologies, has helped shape du's evolution from a telecom operator to a leading **ICT solutions provider**. Through his work, Dr. Sherif continues to make a lasting impact on the telecommunications industry, the UAE's digital future, and the global tech landscape.

His journey is one of relentless ambition and commitment to transforming the digital world for the better.

How Will Agentic AI Change Transportation and Automation in the Coming Years

Agentic AI is making its way into our everyday lingo, particularly in sectors such as transport and automation. But what exactly does it promise for the future? Will it improve things, make them faster, or perhaps even more complex? Let's put it into perspective and see what changes we can look forward to, without resorting to any over-the-top jargon.



Understand Agentic AI Simply

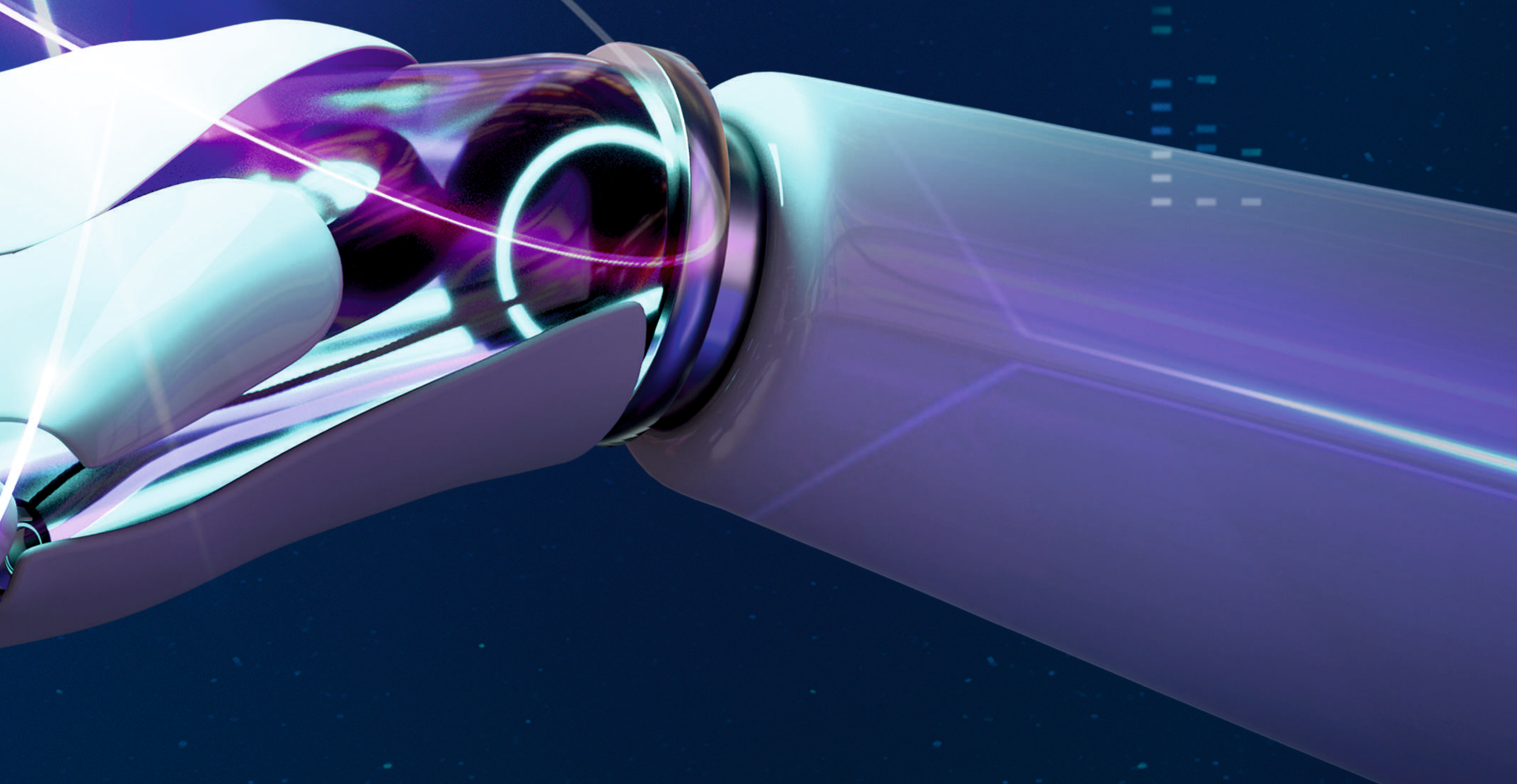
Agentic AI isn't your typical intelligent assistant. It doesn't just answer questions or provide directions. It can make decisions by itself, schedule tasks, and execute without requiring someone to oversee it at every turn. Think about assigning a task to an individual and never following up on them again, that's how autonomous this technology is.

The concept is to have machines behave with intention, nearly as if they possess a sense of responsibility. They're designed to comprehend goals, act, and modify throughout the process. This is a huge step ahead in how machines can assist humans.

What It Means for Transportation

Consider how we move around now, cars, trains, airplanes. We have a lot of reliance on individuals to drive them safely. But with transportation agentic AI, all this is gradually changing.

Self-driving cars are a perfect example. Earlier, the vehicle needed regular instructions and had limits. But now, with agentic AI in transportation, cars can understand traffic, change lanes, stop at signals, and even react to unexpected roadblocks, all on their own.



Public transportation could also function more smoothly. Trains and buses can drive on optimized routes, avoid delays, and make real-time schedule changes. That means reduced waiting and fewer breakdowns. Disabled people may even receive better assistance with intelligent navigation aids that can recognize their special needs.

Automating How Automation Works

We have already used robots in factories for years. But they used to obey the same set of instructions. The instant something differed, they had to halt or wait for a human command. Now, with agentic AI in automation, the machines are becoming smarter.

For example, suppose something goes wrong on the production line. Previously, someone would have to intervene and correct it. With agentic AI in automation, the machine can identify the error, solve for it, and correct it. That is fewer disruptions, more output, and quicker shipping.

This is also beneficial for employees. They no longer have to perform tedious or dangerous tasks. Rather, they can concentrate on imaginative or management jobs, which are safer and tend to be more fulfilling.

Changes We Can Expect to See in the Real World

The most significant shift is speed and safety. From the way packages are delivered to the way groceries are shelved, it could all become faster and more precise. Businesses won't require so many individuals to perform repetitive tasks, but they'll need more personnel to watch, steer, or correct these smart systems.

Small businesses would also stand to gain. They may leverage agentic AI for automation to manage tasks such as inventory, scheduling, or customer support. It's like having a sleepless assistant who is always there to help.

In urban areas, agentic AI in transport may make traffic lights intelligent. They would adjust according to real-time traffic movement, reducing the frustration of commutes. Emergency services would respond faster with smart routing systems.

The Human Side of the Story

Sure, there are a few concerns. Folks are concerned about losing their jobs or what if the machine gets it wrong. That's natural. But as with any large change, new positions will emerge. Rather than automating people out of work, this technology tends to augment them.

Training courses can assist individuals in learning how to coexist with these systems. Additionally, these AI systems still require human intervention to remain on track. They're strong, yet they do not displace human values and judgment.

Why Now Is the Right Time to Learn About It

Change isn't coming, it's already here. From delivery drones to smart warehouses, we're seeing bits of agentic AI in automation and agentic AI in transportation pop up in different corners of daily life.

For companies, today is a great day to look at what these tools have to offer. They don't need to go whole hog immediately, but a small step can lead to very big gains. For normal folks, being aware reduces the fear factor and brings the potential for new horizons.

The destiny of agentic AI for automation and agentic AI for transport is not only about giving machines control over work. It's about transforming lives to make them easier, safer, and more efficient. Whether a self-driving bus or a factory robot that can diagnose its own issues, the aim is to build systems that better service human need than ever before.

It's not machines versus humans. It's about how both can get along and do things better together.

Gregory Morwood

Navigating the Future of Digital Banking

In the rapidly evolving landscape of digital finance, few leaders have demonstrated the foresight and adaptability of Gregory Morwood. With a career spanning over two decades, Morwood has been instrumental in steering financial institutions through technological transformations, ensuring they remain at the forefront of innovation.

Early Foundations and Technical Expertise

Morwood's journey began with a strong foundation in engineering and product development. His early roles in the water and waste industry, particularly at Plastec Australia, showcased his ability to integrate sustainable practices into product design. Collaborating on the development of seismic expander joints for plumbing applications, he addressed critical infrastructure challenges, emphasizing flexibility and durability in seismic zones.

This period not only honed his technical skills but also instilled a deep understanding of supply chain dynamics and manufacturing processes. These experiences laid the groundwork for his transition into more complex technological landscapes.

Transitioning to Banking and Embracing Innovation

Recognizing the transformative potential of technology in banking, Morwood shifted his focus to the financial sector. As the Founding Chief Technology Officer at Zand Bank, he played a pivotal role in establishing the bank's technological framework. His leadership was crucial in integrating cutting-edge technologies to enhance customer experience and operational efficiency.

Furthering his commitment to leveraging technology for social impact, Morwood served as the Group Chief Operating Officer and Advisory Board Member at Toskii Impact Engine. Here, he developed platforms aimed at facilitating financial inclusion, empowering underserved communities, and reinforcing his belief in technology as a catalyst for positive change.

At DBS Bank Singapore, as the Chief Operating Officer for Innovation, Morwood spearheaded initiatives embracing emerging technologies like blockchain and artificial intelligence. His strategic direction contributed to DBS's recognition as a leader in digital banking transformation.

Leadership at The TMRW Foundation

In October 2022, Morwood joined The TMRW Foundation as the General Manager and Chief Product Officer of Banking. The foundation, known for its patent-rich portfolio and commitment to immersive 3D online experiences, provided an ideal platform for Morwood to amalgamate his expertise in technology and banking.

Under his leadership, The TMRW Foundation has been exploring the integration of Web3 technologies and decentralized finance (DeFi) solutions into mainstream banking services. Morwood's vision emphasizes creating user-centric platforms that resonate with digital-native generations, particularly Millennials and Gen Z, who value immersive and interactive experiences.

His approach is characterized by a focus on sustainability, inclusivity, and adaptability, ensuring that the foundation's

banking solutions are not only technologically advanced but also socially responsible.

Philosophy and Strategic Approach

Morwood's strategic philosophy is deeply influenced by principles of risk management and calculated decision-making. Drawing parallels between business strategies and poker, he advocates for a balance between risk-taking and prudence. In his article, "Why playing poker makes good business sense," he elaborates on how understanding the dynamics of poker can enhance business acumen, particularly in assessing risks and making informed decisions under uncertainty.

This mindset has been instrumental in his ability to navigate the rapidly evolving technological landscape, allowing him to make bold yet calculated moves that drive innovation while mitigating potential pitfalls.

Impact and Recognition

Morwood's contributions have garnered recognition across various sectors. His peers and industry leaders commend his visionary leadership and ability to drive transformative change. Cevat Yerli, Founder and CEO of The TMRW Foundation, expressed confidence in Morwood's direction for the banking unit, highlighting his complementary skills and strategic insight.

Moreover, his work has been acknowledged for its emphasis on creating inclusive financial solutions that cater to diverse populations, reinforcing his commitment to leveraging technology for broader societal benefits.

Looking Ahead

As the digital banking landscape continues to evolve, Morwood remains at the helm, steering innovations that prioritize user experience, security, and inclusivity. His ongoing projects at The TMRW Foundation aim to bridge the gap between traditional banking services and the emerging digital expectations of consumers, ensuring that the institution remains at the forefront of innovation.

Conclusion

Gregory Morwood's journey exemplifies the fusion of technical expertise, strategic foresight, and a deep-seated commitment to innovation. His leadership continues to shape the future of digital banking, setting new standards for what is possible when technology and vision converge.

Why Is It So Hard to Regulate International Tech Networks Across Countries

We depend on technology in the modern world for everything, from a phone call to the management of a business. Yet as technology expands beyond frontiers, one serious question keeps surfacing: why is it so difficult to control or direct these global tech networks? The answer is not as easy as it seems, because the internet does not play by the same rules as nations. Let's tackle it in a manner that makes sense.

Various Countries Have Various Rules

One of the largest reasons regulation across countries is difficult is because each country has unique legislation. What may be allowed in one region may be entirely prohibited elsewhere. An example would be the manner in which social media is used in the US compared to how it's used in China or Germany. These apps are all part of vast global tech networks, and they're supposed to comply with the laws of each nation they're in. But when an app has millions all over the world, it's impossible to keep track of each law in each country.

Politics Makes It Even More Complicated

Technology isn't merely about devices and apps. It's connected to power and control. Nations desire to shield their own data, sectors, and citizens. Foreign tech firms might be gathering data that can be misused, they worry. Therefore, governments tend to establish their own regulations to censor or bar external tech. This creates tension, though. One nation may wish to leave things ajar, yet another may seek to encircle its cyberspace with a wall. This ongoing push and pull creates regulation between countries, a never-ending enigma.

Who Should Be in Charge

This is one of the largest questions that still doesn't have an official answer. Should the US take the lead? Should there be a worldwide committee that decides? Or should each country simply handle things on its own? The disagreement here is why there's no one rulebook. Everyone has an opinion, and nobody wants to lose control. Because of this, global tech networks still operate in various manners in various locations, and there isn't one system that works for everyone.

Tech Is Changing Too Fast

When governments get together to discuss regulations, tech has already advanced. Consider how quickly AI, crypto, or virtual reality have emerged. These tools are in our lives before anyone can make a decision as to how they will be controlled. It is so fast that it is almost impossible for nations to keep pace. So even when leaders do come to an agreement, it may already be out of date. It keeps regulation between nations an ongoing race that most are losing.

Companies Don't Want Too Many Rules

Let's be honest, tech firms desire liberty. They need to develop quickly, expand into new markets, and reach more consumers. Governments can stifle them too much with too many rules. So big tech companies generally resist when governments propose stricter control. They prefer loose systems that allow them to grow quickly across borders. And as these firms have enormous influence and resources, they tend to dictate the manner in which decisions are being made. This makes regulation between countries more difficult to be equal and balanced for all.

It's Not Just Technology Anymore

International tech networks today are no longer mere tools. They influence the way people think, vote, and live. They dictate news, culture, and even mental health. Governments are concerned not

only with safety, but with values. What one country allows on the internet can harm or offend others. But how do you regulate something that's everywhere, all the time? There's no simple way to map it out clearly. This worldwide blending of ideas, practices, and emotions makes regulation between countries more sensitive and complicated.

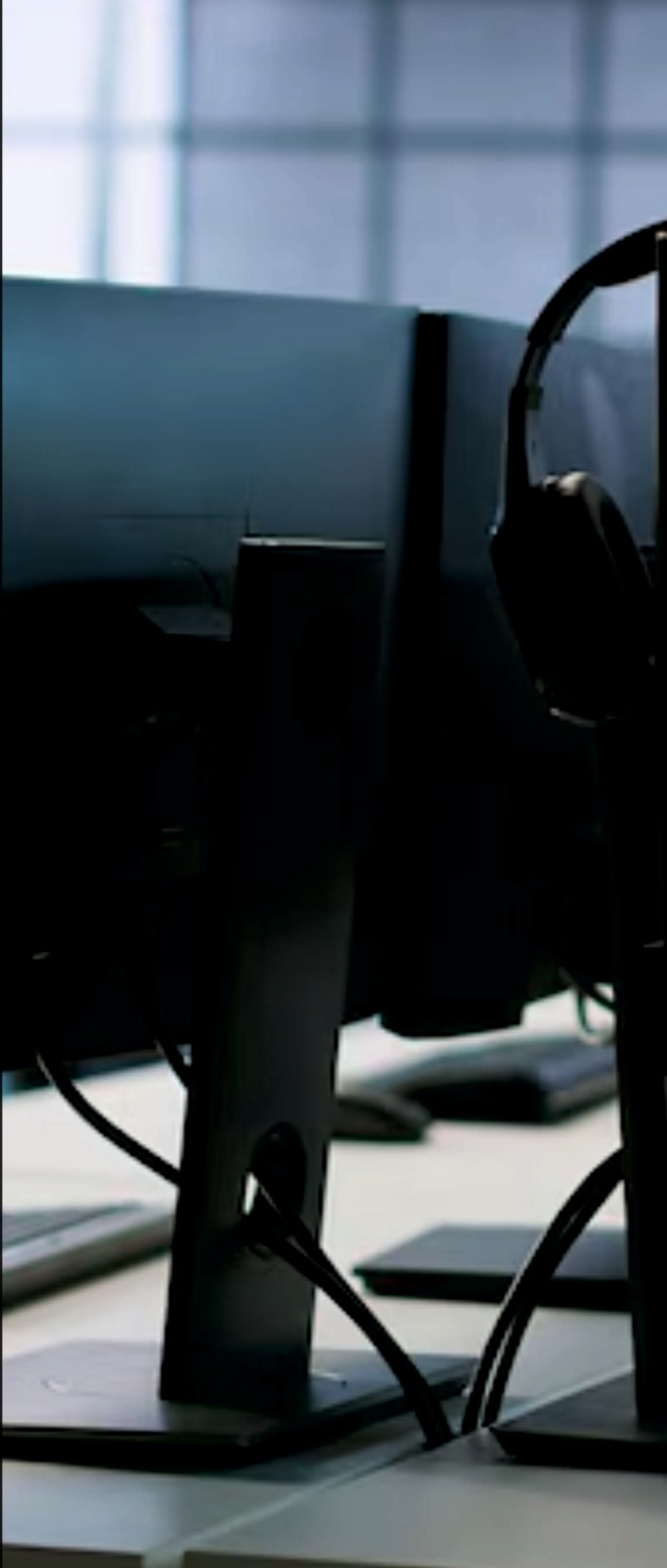
Why This Problem Matters to You

You might be wondering, how does this impact someone scrolling on their phone in the US? Well, when global tech networks aren't governed well, things such as spread of misinformation, leaks of data, or internet fraud can run wild. Your privacy, your decisions, and even your rights become vulnerable. Without robust, worldwide rules, there is no safety net that keeps everyone equally safe, regardless of where they happen to live. That's why we all have a stake in this conversation, even when it might seem far removed.

Can It Ever Be Fixed

The reality is, there's no silver bullet. But nations can begin by speaking more and shooting less. Establishing universal fundamental values, such as guarding privacy, halting detrimental content, and honoring free speech, can be a starting point. It won't be perfect, but it might make regulation between nations a bit smoother. As technology continues to unite the world, cooperation is less of an option and more of a necessity.

Ultimately, global tech networks are not going anywhere. They connect us closer together, allow us to grow, and simplify life in countless ways. But if we want them to be secure and equitable for all, nations must better collaborate. The path ahead is long and complex, but it's one that we all must tread—because the internet doesn't recognize borders, and neither should the protections that safeguard it.



Zyad Khan

FCIPS, CS, SDG Advocate

Pioneering Purpose-Driven Procurement for a Sustainable Future

In an era where global businesses face increasing pressure to deliver not just profits but purpose, leaders who bridge the gap between operational excellence and social impact stand apart. Among them is Zyad Khan FCIPS, CS—a procurement leader, Chartered Fellow of the Chartered Institute of Procurement and Supply (CIPS), and passionate advocate for the UN Sustainable Development Goals (SDGs). With over two decades of leadership experience across multinational organizations, Khan is reshaping the procurement landscape with a visionary, people-first, and sustainability-focused approach.

Zyad Khan's professional journey is a masterclass in international procurement leadership. His expansive experience spans Europe, the Middle East, Asia, and Africa—regions with unique regulatory environments, supply chain complexities, and market dynamics. This global perspective has equipped Khan with a nuanced understanding of procurement as both a strategic lever and a catalyst for positive change.

Over the years, Khan has helmed procurement functions for global giants across the FMCG, automotive, industrial, and manufacturing sectors. His work has influenced high-impact sourcing strategies, built supplier resilience, and driven procurement transformations at scale. Throughout his career, Khan has emphasized value beyond cost—building inclusive supply chains, integrating digital innovation, and aligning sourcing decisions with ESG (Environmental, Social, and Governance) imperatives.

In 2024, Zyad Khan earned the prestigious Chartered Fellow status from the Chartered Institute of Procurement and Supply (FCIPS), reflecting his sustained contributions to the profession and his role as a thought leader. The FCIPS designation is awarded only to individuals who demonstrate the highest standards of procurement excellence, ethical leadership, and continuous professional development.

Beyond the credential, Khan has made it his mission to uplift the procurement profession globally. He mentors aspiring procurement professionals, shares strategic insights at industry forums, and actively contributes to policy discussions shaping procurement's future. His Chartered Status is not just a personal milestone—it's a platform from which he continues to drive advocacy, education, and innovation.

Perhaps most distinctive about Khan's professional ethos is his alignment with the UN Sustainable Development Goals. In a sector often measured by cost-savings and compliance, Khan brings a bold new perspective: procurement as a force for sustainable development and inclusive growth.

As an SDG Advocate, Khan designs sourcing strategies that promote social value creation, environmental stewardship, and economic inclusion. He has worked extensively to embed ethical sourcing practices, promote supplier diversity, and reduce carbon footprints across procurement value chains. From incorporating circular economy principles to encouraging supplier compliance with human rights and labor standards, his approach is holistic and principled.

He has spoken on topics such as:

- **Building Ethical and Resilient Supply Chains**
- **Future-Proofing Procurement Through Digital Innovation**
- **Procurement's Role in Advancing Net-Zero Targets**
- **Mentoring and Upskilling for Procurement 5.0**

Through these platforms, Khan not only shares insights but also champions inclusive growth and youth engagement in procurement. He is particularly passionate about mentoring early-career professionals and supporting mid-career transitions into strategic procurement roles—ensuring the next generation is equipped to lead with both capability and conscience.

While Khan is a strong proponent of digital transformation—leveraging AI, data analytics, and procurement automation—he is equally committed to human-centric leadership. “Digital tools are enablers, but people are the real drivers of transformation,” he often notes.

Khan's leadership style blends analytical rigor with emotional intelligence. He believes in creating cultures of trust, collaboration, and shared accountability. Whether managing global teams or engaging stakeholders across functions, he brings clarity of vision, empathy in execution, and a relentless focus on value creation.

His digital strategies focus on increasing transparency, mitigating risks, and enabling data-driven decisions—while ensuring technology complements rather than replaces human judgment. This balanced approach has earned him accolades across industries and solidified his reputation as a transformative leader.

The world of procurement is undergoing seismic shifts—from pandemic-induced disruptions and geopolitical tensions to regulatory changes and climate imperatives. Zyad Khan is at the forefront of navigating this new normal, offering frameworks and strategies that are both agile and resilient.

One of his guiding principles is **“Procurement with Purpose in a VUCA world”**—an approach that acknowledges volatility, uncertainty, complexity, and ambiguity, while grounding decisions in long-term impact and stakeholder value. He has published whitepapers, led risk assessment frameworks, and built scenario planning tools that enable organizations to adapt and thrive amidst change.

In his work, Khan champions collaborative ecosystems—where buyers, suppliers, regulators, and communities co-create solutions. He is a believer in radical transparency and shared accountability, particularly in multi-tiered global supply chains.

Zyad Khan's contributions have earned him a variety of accolades and recognitions over the years, including:

- Being among a select global cohort of **Chartered Fellows of CIPS**.
- Serving as a **Chartered Status Assessor**—shaping the future of the profession.
- Mentoring dozens of professionals toward MCIPS and Chartered Procurement designations.
- Leading transformation programs that delivered not just financial value, but societal impact.

These recognitions are a testament to both his technical expertise and his broader impact on business and society.

Zyad Khan's commitment to excellence extends beyond the workplace. He is actively involved in professional associations, sustainable business networks, and community development programs. He supports social enterprises and champions education initiatives that empower youth in underserved regions.

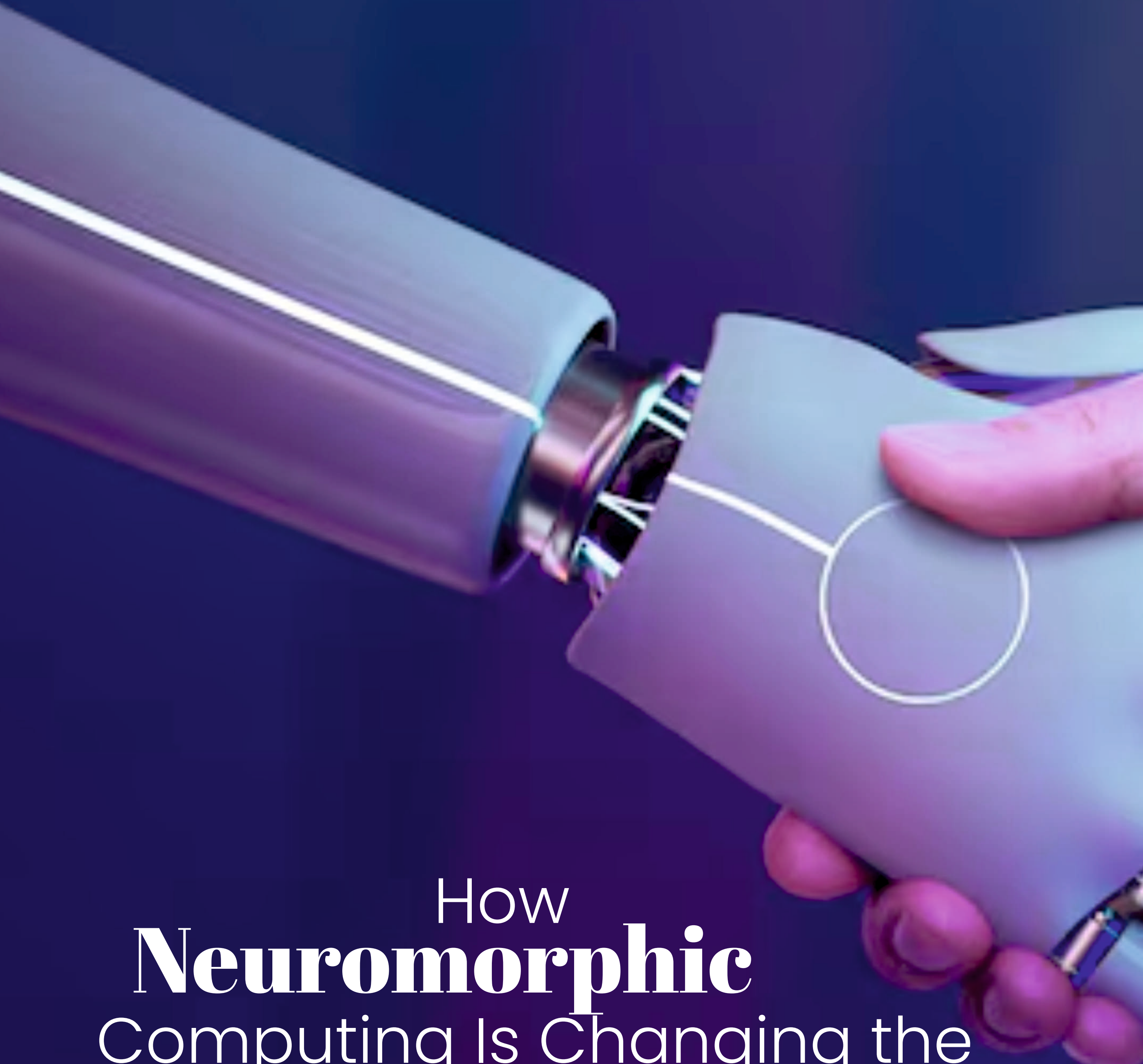
His philosophy is simple yet profound: “Leadership is service. Procurement is power. Purpose gives them both meaning.”
As a lifelong learner, Khan continues to engage with global forums, attend executive programs, and mentor rising leaders. His leadership is not static—it evolves with the world, adapts to context, and remains anchored in values.

Looking forward, Khan sees procurement as a boardroom function—central to corporate strategy, sustainability, and innovation. He envisions a future where procurement leaders are not only operational enablers but strategic partners, ESG champions, and change agents.
As the world moves toward more conscious capitalism, Zyad Khan is helping organizations align their procurement decisions with their purpose. Whether it's driving supplier innovation, reducing environmental impact, or enabling fair trade, his work demonstrates the transformative potential of procurement.

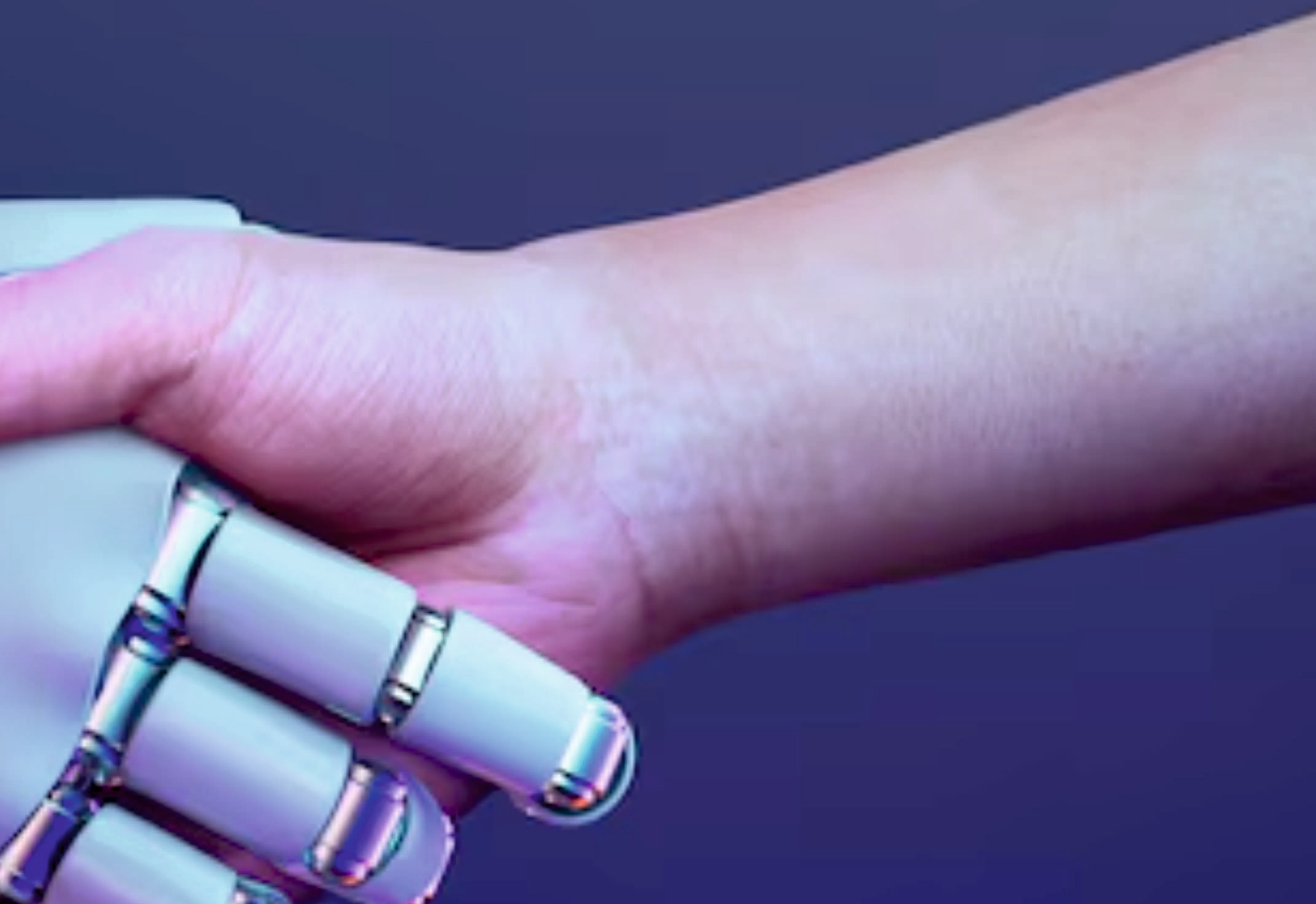
In Zyad Khan, the procurement profession has a trailblazer—someone who combines global expertise with a local conscience, strategic vision with operational excellence, and digital fluency with human empathy. He exemplifies what it means to lead with integrity, innovate with intent, and procure with purpose.

As businesses across the globe navigate complexity and seek sustainable growth, leaders like Khan are lighting the path forward—not just for procurement, but for the future of business itself.

Middle Eastern Leaders Shaping The Global Technology Landscape



How Neuromorphic Computing Is Changing the Future of Artificial Intelligence



Artificial intelligence (AI) is growing faster than ever before, revolutionizing industries and daily life. But to make AI move to the next level, technology must be more efficient, faster, and smarter. That is where neuromorphic computing comes in. It is a new form of brain-inspired computing with the potential to revolutionize the operation of AI systems.

What Is Neuromorphic Computing

Consider neuromorphic computing as creating machines that simulate the process by which the brain handles information. As opposed to traditional computers with a rigid method of processing information, neuromorphic systems behave similarly to neurons in the brain, communicating to one another through electrical impulses. This brain-based design enables the machine to learn, adjust, and process information in a far more natural and power-sopping manner.

Why Neuromorphic Computing is Important for AI

AI nowadays is wonderful but energy-hungry and sometimes slow, particularly for sophisticated tasks such as speech recognition or image comprehension. Neuromorphic computing will be able to alter this because it will compute enormous amounts of information at lower energies and higher speeds. This makes it ideal for real-time use such as self-driving cars, speech helpers, or diagnostic health applications.

For salespeople and marketers, that would mean AI solutions improving at one-to-one customer experience and reacting in real-time to the needs of the user. Think about chatbots reading queries like people or recommendation engines that understand what customers need before they even ask.

How Neuromorphic Computing Accelerates AI Learning

One of the biggest challenges for AI is to learn from the noisy, real-world data. Other computers struggle because they work according to pure programming rules. But with neuromorphic computing, AI systems are able to learn like humans, by observing patterns, making decisions, and modifying themselves without being reprogrammed continuously.

This type of flexible learning is referred to as "adaptive learning" or "online learning," and it's an AI breakthrough. What it does is that machines can learn how to get better and better over time autonomously, and this is a significant advantage for industries dealing with changing conditions and data on a daily basis, such as in healthcare, finance, and retail.

What This Means for Business Growth and Innovation

In marketing and sales, smarter and quicker AI means smarter customer insights and more targeted targeting. Neuromorphic computing enables real-time processing of customer activity so that companies can real-time adjust their strategy. For instance, an AI driven by neuromorphic processors can monitor a customer's navigation of an e-commerce site, anticipate what they'd like to see, and present them with real-time offers.

This responsiveness can generate greater customer satisfaction and more favorable sales conversion rates. Organizations that embrace these technologies first will gain an advantage because they are better placed to respond quickly and logically to market conditions relative to their competitors.

The Energy Efficiency Advantage

Energy usage is a gigantic issue today during the technology era. Data centers hosting AI software consume vast amounts of energy, which

incurs costs and is environmentally harmful. One of the greatest advantages of neuromorphic computing is that it is power frugal. As it emulates the process of the brain, it uses only a fraction of what standard computers do.

This efficiency allows companies to operate AI programs at scale without hemorrhaging their treasury or destroying the planet. It also opens up new possibilities for battery-driven AI devices, such as wearable health sensors or home appliances, without repeated charging.

Challenges Ahead and Future Outlook

Neuromorphic computing is a new technology even if there has been so much hype. Brain-like chips are not easy to produce, and getting them to cooperate with existing AI software takes effort. But many leading technology companies and research centers are investing heavily in the technology since the payoff can be colossal.

Experts predict that within the next ten to fifteen years, neuromorphic computing will be the first mainstream priority, energizing AI systems with more human-like cognitive processes and decision-making. This will enable new AI capabilities we can't even think about yet.

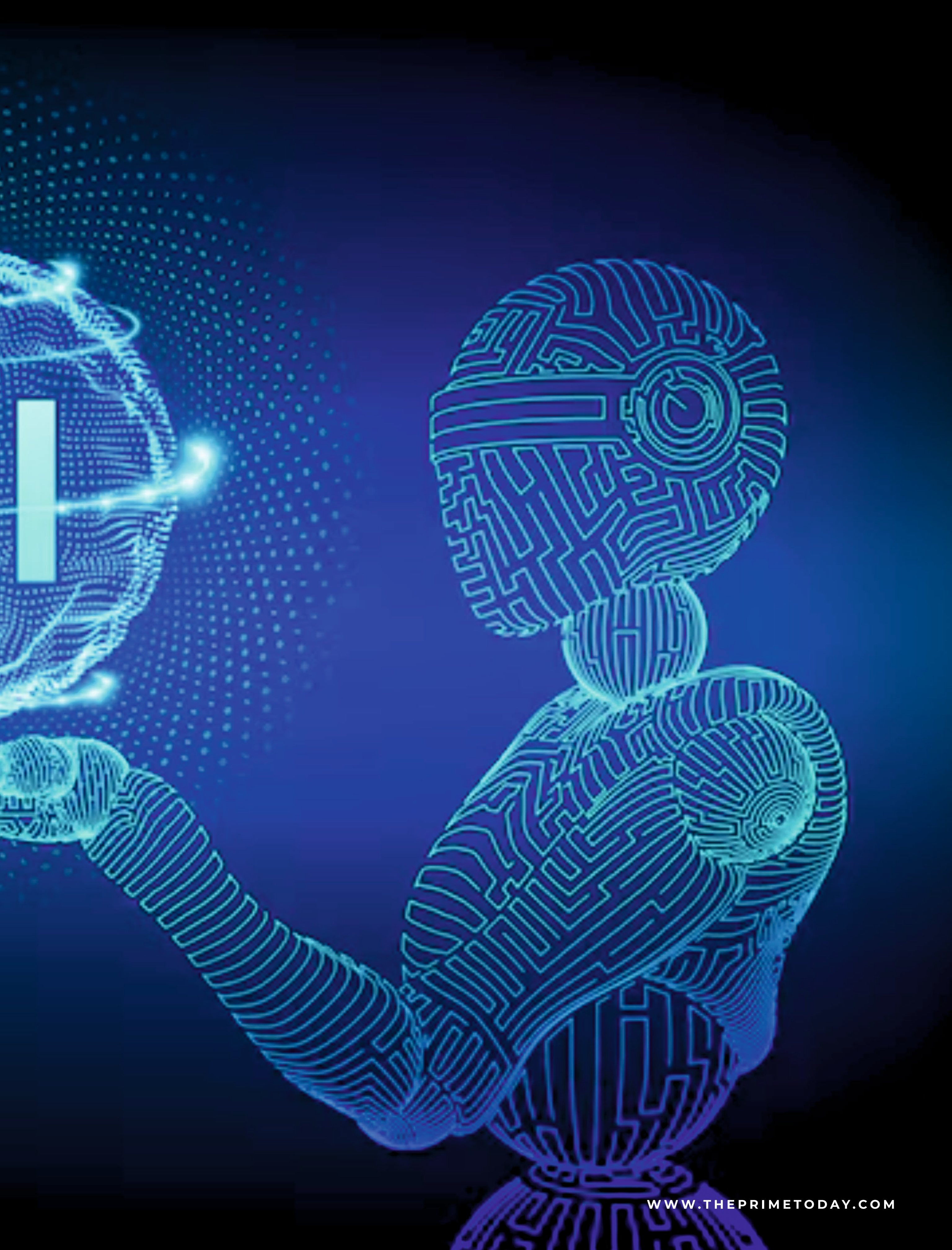
Why This Topic Is Trending Right Now

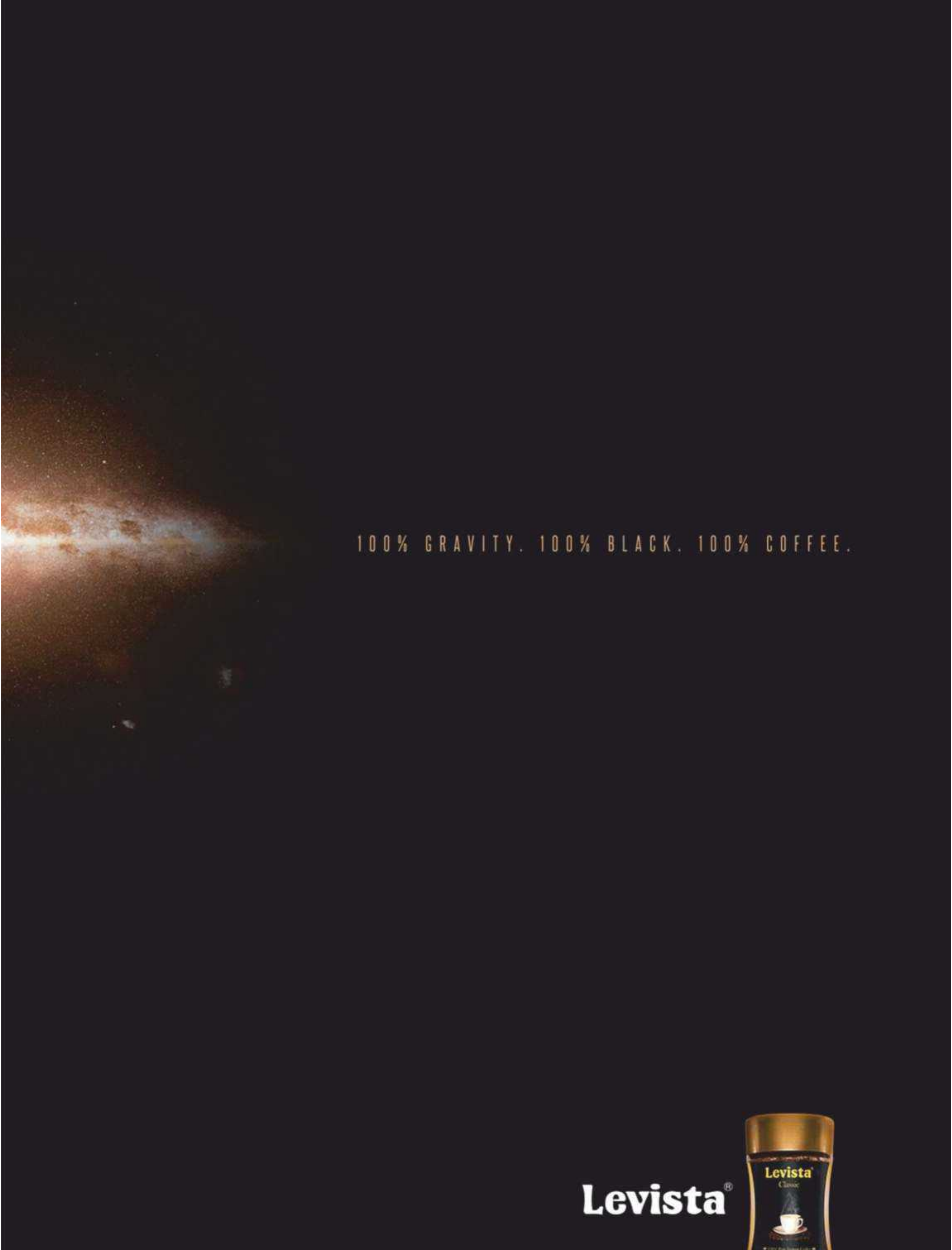
The artificial intelligence market is expanding at a breakneck pace, and everyone wants better performance at a lower price. That is why business, scientific, and technology communities in general are interested in neuromorphic computing. It is the solution to smarter, cleaner, and faster AI, that which companies need as they battle to provide more products and services.

For innovation and digital transformation marketers, being aware of this trend is important. It can assist in the development of future-oriented strategies that adopt the future of AI and make organizations technology leaders.

In plain terms, neuromorphic computing is a novel and potent way to build AI more human in its thinking. Its effects will be felt in quicker learning, improved energy savings, and intelligent business applications. As the technology advances, anticipate AI to be even more pervasive in everyday life and business operations.

For anyone interested in knowing what the future holds for AI or selling, marketing, or working in tech sectors, monitoring neuromorphic computing is a wise decision. It is not merely a buzzword but an emerging technology that will define the relationship between man and machine for the next few years.

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